

# KEEP WHAT YOU'VE EARNED EVENT-IN-A-BOX

IMPLEMENTATION GUIDE FOR SUMMER SPLASH EVENTS

DRINK RESPONSIBLY.

**KEEP WHAT  
YOU'VE EARNED**



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## KEEP WHAT YOU'VE EARNED “EVENT-IN-A-BOX”

### INTRODUCTION

In April 2013 the Navy Alcohol and Drug Abuse Prevention (NADAP) Office launched a new campaign, “Keep What You’ve Earned,” to promote responsible drinking among young, enlisted Sailors. The campaign encourages responsible drinking by focusing on Sailors’ accomplishments—thereby highlighting how much they could lose through poor alcohol-related decisions.

In partnership with the Naval Safety Center’s “Play to Live, Live to Play” Summer Safety Campaign, NADAP would like remind Sailors that responsible drinking is a key element to having a safe summer. With that in mind, the Keep What You’ve Earned (KWYE) campaign has developed a summer safety splash event program for commands to host globally.

To enable commands to host summer splash events at their installations and incorporate KWYE messaging into their existing summer safety fairs and safety standdowns, NADAP created this “event-in-a-box” toolkit for ADCOs and DAPAs with step-by-step instructions for holding an event and accessing resources. There are a variety of ways of combining the following options to host an event for promoting summer safety:

- Option 1: “Reasons Why I Drink Responsibly” Photo Booth
  - ADCOs and DAPAs can work with their base Public Affairs Centers, Combat Camera units, or local CSADD volunteers to set up a photo booth at the Navy Exchange mall, Galley or recreation center on base. At these photo booths, Sailors can get their pictures taken with speech bubble signs indicating why they choose to drink responsibly. Although professional camera equipment and photographers are preferred, anyone with a digital camera is encouraged to facilitate the photo booths.
  - Speech bubble signs will be provided in the form of printable PDFs with the KWYE logo and speech bubble outline. Then, Sailors can write in their personal reasons why they choose to drink responsibly (e.g., “to be Captain of the Navy’s football team,” “for my daughter,” “to hike on Sunday mornings,” etc.) using thick markers for readability in the photos, or use the provided signs in this guide.
  - The photographers or volunteers can then send their photos to NADAP to be uploaded onto the [KWYE Flickr account](#) and be shared via campaign supporters and partner organization’s social media channels.
- Option 2: “Play to Live Pledge” to Drink Responsibly
  - A “[Play to Live Pledge](#)” will be hosted online via Survey Monkey to enable Sailors to commit to drinking responsibly during the critical summer months—and always.
  - The pledge highlights what steps Sailors can take to drink responsibly and include a fill-in-the-blank box for them to write why they are pledging to drink responsibly.
  - NADAP’s contractors will monitor up-to-the-minute results of how many Sailors have signed the pledge and share these results periodically with Navy partners and media.
  - To increase participation of the pledge, the link is also shared in the Navy Newsstand article, Navy partners’ social media channels. Facilitators of the photo booth activity are also encouraged to set up a computer/laptop terminal at the photo booth site to solicit Sailors’ participation in the online pledge before or after getting their photo taken.

- Option 3: (Taking a cue from Navy Region Mid-Atlantic) Weekend Send-Off Event
  - Base front line leadership (Chiefs, First Classes and Junior Officers, etc.) can show their support for the Keep What You've Earned campaign and encourage Sailors to drink responsibly on the weekend by holding up signs with responsible drinking messaging at the gate entrances on Friday afternoon as Sailors and all outgoing traffic leave for the weekend. Suggested timeframe is 1430-1600.
  - Leadership can work with their base safety and security representative to ensure that participants are standing in a safe zone and not impeding traffic flow or creating safety hazards.
  - For more information about this type of event, check out what the Navy Region Mid-Atlantic did to send off their Sailors before Memorial Day weekend:
    - [Read the article on Naval Air Station Oceana's send-off event.](#)
    - [Read the article on Naval Station Norfolk's send-off event.](#)

Keep in mind that these events may be altered to fit your command or installation. Don't hesitate to use your creativity to host a unique event and be sure to contact the NADAP office if you do to let them know about your success!

To help generate buzz about your summer splash event and encourage participation from Sailors on base, you can engage your command leaders and their spokespeople to speak at the event. Talking points about the Keep What You've Earned campaign, responsibly drinking, and summer safety are provided in this toolkit. For more information, visit the [Keep What You've Earned campaign homepage.](#)

## HOW TO SUPPORT THE "KEEP WHAT YOU'VE EARNED" CAMPAIGN ALL SUMMER

From Memorial Day to Labor Day, the number of accidents and alcohol incidents increase significantly. To help keep our Sailors safe this summer, you can support the Keep What You've Earned campaign and promote responsible drinking in the following ways:

- ☑ Disseminate Keep What You've Earned campaign materials such as [fact sheets and posters \(available on the KWYE webpage\)](#) at local bars, gyms, community center and other public common areas
- ☑ Print and deliver the [Leadership Messaging](#) talking points ([available on the KWYE webpage](#)) to the command leaders who deliver the Friday Briefings to the Sailors
- ☑ Use "Keep What You've Earned" [Social Media Messaging \(available on the KWYE webpage\)](#) to post responsible drinking messages and graphics via your social media channels
- ☑ Coordinate with your Public Affairs Officer to ask local television and radio stations to include the NADAP Keep What You've Earned public service announcement (PSA) video regarding responsible drinking in their programming (available at <http://youtu.be/b56h9hg0Bnc>)
- ☑ Provide Sailors with tips on how to drink responsibly, such as providing them with a sheet of local taxi cab company numbers or the public transportation schedule
- ☑ Host a Keep What You've Earned summer splash event in conjunction with your summer safety fairs and safety standdowns (see more details in the sections that follow)

## HOW TO PLAN A KEEP WHAT YOU'VE EARNED SUMMER SPLASH EVENT AT YOUR INSTALLATION

The following checklists will assist you planning a summer splash event at your installation before, during, and post-event.

### PHOTO BOOTH & PLEDGE CHECKLISTS

#### Pre-Event Checklist

- ☒ Determine the best place to host event (e.g., Navy Exchange, Galley, gym lobby)
- ☒ Coordinate with facility POC to determine best date and time to host event
- ☒ Reach out to base public affairs office or combat camera unit to see if a photographer would be willing to take pictures of the event
  - If the Navy photographer for the base is unavailable, reach out to the following POCs:
    - CSADD Chapter POC
- ☒ Download and print multiple copies of the following products from this toolkit or from the [KWYE website](#):
  - Sailor Fact Sheet (see page 13 of this toolkit)
  - Speech Bubble Template (see page 16 of this toolkit for a template or download the [print-ready version available on the KWYE website](#))
  - Photo Release Consent Form (see page 18 of this toolkit)
  - Drink Responsibly Flyer (see page 19 of this toolkit)
  - Summer Splash Event Flyer (see page 20 of this toolkit)
- ☒ On the Drink Responsibly Flyer, write in the number for a local cab company on the blank line and/or simple directions to the nearest public transportation stop and the last train time
- ☒ Post copies of the Summer Splash Event Flyer around base, such as at the gym, recreation center, Galley, NEX, etc. to alert Sailors to the event date and time
- ☒ Contact your PAO and ask them if they will cover the event and invite local media (see page 13 for a sample article)
- ☒ Gather a set of thick poster board markers to be used with the speech bubble signs
- ☒ Optional:
  - Borrow a banner or flag for your command or unit to serve as a back-drop to the photo booth, or decorate the “set” with summer-related imagery
  - Print or [order one of the KWYE posters](#) to set up next to the photo booth
  - Coordinate with local base support (e.g., CSADD, MWR, FFS) to see if they would like to collaborate on a safety fair or safety standdown
    - If you are able to host this activity at an existing large safety event you may want to have a speaker present or provide command leadership with talking points in advance (see leadership talking points on page 11)



## During-Event Checklist

- ☑ Call or email your local PAO and media to remind them of the event and time
- ☑ Set up a table in a high-traffic area with campaign materials and photo booth supplies
- ☑ Set up a laptop with the [Play to Live Pledge](#) open in your browser (Note: You will need to connect to Wi-Fi to access the pledge online. If Wi-Fi is not available, print out copies of the pledge and ask Sailors to sign on paper; see page 17 for print version)
- ☑ Reach out to Sailors as they pass by and ask them to take part in the event
- ☑ Ask Sailors if they would like to get their picture taken to show their commitment to drinking responsibly this summer
  - If they agree, ask them to sign a short photo release form as required by the Navy (see page 18 of this toolkit)
- ☑ Ask each Sailor to write down one reason why they choose to drink responsibly on the printed out speech bubble sign using the thick markers
  - For example: “my family,” “my job,” “to stay healthy,” “to run faster,” etc.
  - OR: Ask Sailors to select one of the printed out speech bubbles with suggested reasons on why they might choose to drink responsibly
- ☑ Photograph individual Sailors or a group of shipmates together with their speech bubbles
- ☑ Once Sailors have gotten their pictures taken, ask them to sign the [Play to Live Pledge](#) (and ask others who are camera shy!)
- ☑ Host event for at least 1 hour during a high-traffic time such as lunch or dinner rush
  - If you don't receive a lot of participation try to host the activity over a couple of days, as your time allows
- ☑ Thank Sailors for their participation and encourage them to check out the Keep What You've Earned materials provided, have a safe summer and drink responsibly
- ☑ If you plan on writing an article about the event, remember to ask some of the Sailor participants for a quote about why they choose to drink responsibly or what the event means to them

## Post-Event Checklist

- ☑ Once the event is complete, upload your pictures to the computer and send them in a zip file to Sara Geer, Navy Alcohol and Drug Abuse Prevention, at [sara.geer.ctr@navy.mil](mailto:sara.geer.ctr@navy.mil), along with your feedback on the event. She will then upload your pictures to the NADAP Flickr account, [http://www.flickr.com/photos/nadap\\_usnavy/](http://www.flickr.com/photos/nadap_usnavy/)
- ☑ If you used the print-out pledge forms rather than the online pledge, scan in the forms and email them to Sara Geer at [sara.geer.ctr@navy.mil](mailto:sara.geer.ctr@navy.mil), or simply report back to Sara on the participation from your installation
- ☑ We'd love to hear about your event. Write a short article for the NADAP E-Gram or Navy Newsstand detailing how the event went and include a picture from the event to showcase participation from your installation (see page 13 for sample article you can use as-is or tailor to your installation)

## WEEKEND SEND-OFF EVENT CHECKLISTS

### Pre-Event Checklist

- ☒ Determine the best date and time to host event
  - Note: holiday weekends or three-day liberty weekends are ideal, as drinking rates tend to increase during the holidays
  - In terms of time, 1430-1600 seems to have the most traffic volume
- ☒ Coordinate with facility POC to determine which gate entrances to stage a “send off”
- ☒ Check-in with base safety and security POC to ensure that proposed event won’t impede traffic or cause safety concerns
- ☒ Contact your PAO and ask them if they will cover the event (see page 13 for a sample article)
- ☒ Order KWYE posters (note: coming soon!) or simply gather some poster board and markers and create your own Keep What You’ve Earned-themed posters and signs. Keep the signs small enough that they do not impede the sight lines of drivers. Suggested phrases include (hint: keep it simple, traffic will be driving by with limited time to read the messaging as they pass):
  - “Keep what you’ve earned.”
  - “You’ve earned it—don’t waste it.”
  - “It wasn’t easy getting here. Drink responsibly.”
  - “Arrive alive. Don’t drink and drive.”
- ☒ Email base front line leadership (Chiefs, , First Classes, and Junior Officers etc.) ideally two weeks in advance, to coordinate who will be able to support the event. Email them reminders with the date and time the week of the event and the day before.

### During-Event Checklist

- ☒ Call or email your local PAO to remind them of the event and time
- ☒ Call leadership participants and remind them of the event and when/where to gather
- ☒ Pass out signage to participants and have them line up in a safe area at the gate entrance on the side of the street where traffic will be exiting.
- ☒ Have leadership hold up their signs as cars exit the base and shout encouraging statements thanking Sailors for their hard work, service and dedication to the Navy
- ☒ If you plan on writing an article about the event, remember to ask some of the leadership participants for a quote about why responsible drinking is so important to the Navy and what the event means to them

### Post-Event Checklist

- ☒ Once the event is complete, upload your pictures to the computer and send them in a zip file to Sara Geer, Navy Alcohol and Drug Abuse Prevention, at [sara.geer.ctr@navy.mil](mailto:sara.geer.ctr@navy.mil), along with your feedback on the event. She will then upload

your pictures to the NADAP Flickr account,

[http://www.flickr.com/photos/nadap\\_usnavy/](http://www.flickr.com/photos/nadap_usnavy/)

- ☑ We'd love to hear about your event. Write a short article for the NADAP E-Gram or Navy Newsstand detailing how the event went and include a picture from the event to showcase participation from your installation (see page 14 for sample article you can use as-is or tailor to your installation). If you include a picture with your story make sure it is released by your PAO and includes a caption identifying the participants.



## KEEP WHAT YOU'VE EARNED TALKING POINTS

To assist your command leadership in speaking at a summer splash event, safety fair, or safety standdown, provide them with the following leadership talking points below.

### GENERAL CAMPAIGN TALKING POINTS

- You've worked hard for your career as a Sailor. Only one-third of 17 to 24 year olds in the United States are even eligible for Navy service, and even fewer are capable of enduring the physical and emotional challenges of being a Sailor. From boot camp to advancement exams, job training and deployments, you have met these challenges with hard work, sacrifice and dedication.
- Making responsible drinking decisions is an extension of that dedication. Just one bad decision while drinking alcohol can jeopardize everything you've earned. Sailors involved in alcohol incidents face serious consequences, including:
  - Loss of rank or pay
  - Separation from the Navy
  - Civilian consequences, such as fines and jail time
- Irresponsible drinking not only threatens your health and career, it threatens the Navy's ability to be mission-ready.
- Drink responsibly every time you drink by following some of these tips:
  - Plan ahead for a safe ride home
  - Don't try to "keep up" with others
  - Know your limit before you start drinking

### SUMMER SAFETY TALKING POINTS

- Summer safety
  - Remember, warmer weather and more sun dehydrates the body more rapidly. If you are going to drink, alternate alcohol and water to control the amount you drink and stay hydrated. You'll thank yourself in the morning.
  - If you're hosting a BBQ, provide plenty of food and alcohol-free drinks. Make sure all of your guests have a way to get home safely before they start drinking.
- Drinking and driving
  - Don't drink and drive. The rate of alcohol-related traffic fatalities increase significantly from Memorial Day to Labor Day.
  - Sundays see more than a 50% increase in alcohol related traffic fatalities over other days of the week. That's partially due to poor choices on Saturday night and daytime drinking on Sundays. Start your week off safe—don't drink and drive.
  - Since 2009, the rate of drunk driving among young adults has decreased. There has also been a significant drop in DUI incidents in the Navy. Let's keep this trend going—if you're planning on drinking this weekend, make sure you plan ahead for a safe ride.

- **Memorial Day Weekend**
  - Memorial Day originated as a day to commemorate fallen Service Members —don't let it become known as a day for heavy drinking and poor choices. Respect your fallen shipmates who have paid the ultimate sacrifice by celebrating their service with responsible behavior.
  - During Memorial Day weekend, almost half of all fatal car accidents are alcohol-related. Remember, drinking and driving endangers everyone on the road. If you're hosting a Memorial Day party, ask friends to stay overnight if you think they've had too much to drink.
- **Prevention and peer-pressure**
  - If you're going out drinking this weekend, plan ahead to take a cab. You can look up local cab company phone numbers online and save the number in your phone contacts. Or prearrange a pick-up time with the cabbie so that you won't go over your limit.
  - Know your limit. Don't allow yourself to get so impaired that you even approach the point of blacking out. If you experience blurred vision or slurred speech, you've already gone too far. A good rule of thumb is alternate your drinks with water or soda.
  - Sometimes there can be a lot of pressure to drink when you're out with your friends from home or even here in the community. Remember that your friends who aren't in the Navy may not have as much at stake as you do if the drinking gets out of control. Drink responsibly, and keep what you've earned.
- **Summer vacations**
  - If you're planning to head to the beach this weekend, remember that beach towns often have bars and restaurants in walking distance. Leave your car at the house or hotel and get back safely.
- **Party hosting tips**
  - If you're hosting a party this summer, don't forget to provide alcohol-free drinks for those who are driving. You can find recipes for non-alcoholic "mocktails" online and have an extra cooler stocked full of soda and water. When you're a guest, don't put your host in a bad position either—drink responsibly and arrange a safe ride home.
- **Community relations**
  - As both a Sailor and member of this community, it's your responsibility to make it a safe place. In the summertime, kids often play games or ride bikes on neighborhood roads. Keep the kids of this community safe by not drinking and driving.
- **July 4th Weekend**
  - Be responsible this weekend. If you're going to drink, don't let yourself get out of control. You could lose a significant chunk of your paycheck after just one AI. Not to mention civilian fines—a typical DUI costs about \$10,000 by the time you pay bail, fines, fees and insurance, even if you didn't hit anything or hurt anybody. Keep your money in your pockets. Represent the Navy well by making responsible drinking choices this Fourth of July.





## SUMMER SPLASH EVENT SAMPLE ARTICLES

*To assist you in showcasing your summer splash event via local media and internal Navy publications, use the reproducible article below and tailor it to fit your local event. You can use the story as is by filling in the highlighted sections, or feel free to add in additional details and quotes from participants at your installation.*

### SAMPLE ARTICLE FOR PHOTO BOOTH EVENT

[INSERT DATE OF RELEASE]

This summer, Navy bases coast to coast are hosting “Keep What You’ve Earned” summer safety events to remind Sailors that drinking responsibly is a key element to having a safe summer.

“During the summer months the number of accidents and alcohol incidents increase significantly,” said Dorice Favorite, Director of the Navy Alcohol and Drug Abuse Prevention Office (NADAP). “In keeping with the Navy’s recently launched Keep What You’ve Earned campaign, we urge Sailors to drink responsibly during the summer months—and always—to stay on track with their careers.”

On [INSERT DATE OF EVENT], [INSERT NAME OF INSTALLATION/COMMAND] hosted its own summer safety event featuring a photo booth at the base’s Navy Exchange where Sailors could get their pictures taken with speech bubble props showing a personal reason for choosing to drink responsibly. Some of the reasons Sailors indicated why they choose to drink responsibly included [INSERT 2-3 EXAMPLES]. You can see photos from the event on NADAP’s Flickr page, available at: [http://www.flickr.com/photos/nadap\\_usnavy/](http://www.flickr.com/photos/nadap_usnavy/)

[INSERT QUOTE FROM SAILOR PARTICIPANT]

After getting their photos taken, Sailors signed a “Play to Live” pledge to commit to practicing responsible drinking habits this summer. A total of [INSERT #] Sailors signed the pledge at the event, and others at [INSERT NAME OF INSTALLATION/COMMAND] continue to do so as word gets out. To take the “Play to Live Pledge,” visit <http://www.surveymonkey.com/s/drinkresponsibly>.

For more information on how to host a summer safety event at your installation, you can access materials and resources from NADAP’s recently launched campaign, Keep What You’ve Earned, available at [www.nadap.navy.mil](http://www.nadap.navy.mil).

[INSERT CONTACT INFORMATION]

## SAMPLE ARTICLE FOR WEEKEND SEND-OFF EVENT

[INSERT DATE OF RELEASE]

This summer, Navy leadership coast to coast are hosting “Keep What You’ve Earned” summer safety events to remind Sailors that drinking responsibly is a key element to having a safe summer.

“During the summer months the number of accidents and alcohol incidents increase significantly,” said Dorice Favorite, Director of the Navy Alcohol and Drug Abuse Prevention Office (NADAP). “In keeping with the Navy’s recently launched Keep What You’ve Earned campaign, we urge Sailors to drink responsibly during the summer months—and always—to stay on track with their careers.”

Standing on the sidewalk along outbound lanes of the gates at [INSERT BASE NAME], junior officers, chiefs, and first class petty officers held signs to promote an important message directly to Sailors before the weekend: “Keep What You’ve Earned.” The signs were in line with the Navy’s flagship responsible drinking campaign, “Keep What You’ve Earned,” which reminds Sailors of their accomplishments and how much they have to lose if they make poor choices regarding alcohol.

[INSERT QUOTE FROM PARTICIPATING LEADERSHIP]

In addition to the weekend send-off event, Sailors are encouraged to sign a “Play to Live” pledge to commit to practicing responsible drinking habits this summer. To take the “Play to Live Pledge,” visit <http://www.surveymonkey.com/s/drinkresponsibly>.

For more information on how to host a summer safety event at your installation, you can access materials and resources from NADAP’s recently launched campaign, Keep What You’ve Earned, available at [www.nadap.navy.mil](http://www.nadap.navy.mil).

[INSERT CONTACT INFORMATION]

## KEEP WHAT YOU'VE EARNED SAILOR FACT SHEET

[Click here to download](#) and print the Sailor fact sheet.



### THINK BEFORE YOU DRINK

You've worked hard for your career as a Sailor. Only one-third of 17- to 24-year-olds in the United States are even eligible for Navy service, and even fewer are capable of enduring the physical and emotional challenges of being a Sailor.<sup>1</sup> From boot camp to advancement exams, job training and deployments, you have met these challenges with hard work, sacrifice and dedication.

Making responsible drinking choices is an extension of that dedication. Just one bad decision while drinking alcohol can jeopardize everything you've earned. Sailors involved in alcohol incidents face serious consequences, including:

- Loss of rate or pay
- Separation from the Navy
- Civilian consequences, such as fines and jail time

Irresponsible drinking not only threatens your health and career, it threatens the Navy's ability to be mission-ready.



#### SIGNS THAT YOU MAY BE DRINKING TOO MUCH:

- Not having control over the amount of alcohol you consume
- Alcohol negatively affecting your work and/or relationships with others
- Poor judgment and risk-taking
- Confused thinking
- Difficulty remembering details or events
- Slow reaction time and reflexes
- Distorted vision and blackouts
- Anger or depression

1. Navy Recruiting Command (2013, May). Navy Recruiting Overview. Public Brief. Retrieved from <http://www.onrc.navy.mil>

#### DRINK RESPONSIBLY, EVERY TIME:

- Plan ahead for a safe ride home.
- Don't try to "keep up" with others.
- Know your limit, before you get there.



For more information, speak with your command Drug and Alcohol Program Advisor (DAPA), visit [www.nadap.navy.mil](http://www.nadap.navy.mil), or call 1-888-U-ASK-NPC.

**IT WASN'T EASY GETTING HERE.  
DRINK RESPONSIBLY.**

Navy Alcohol and Drug Abuse Prevention



## PRINTABLE SPEECH BUBBLE

[Download a full-size printable speech bubble from the KWYE website](#), or customize the one below.



## PLAY TO LIVE PLEDGE (PRINT VERSION)

DRINK RESPONSIBLY.  
**KEEP WHAT  
YOU'VE EARNED**

Play to Live Pledge

Live to play, play to live. Drink responsibly.

You've worked hard for your career as a Sailor. Only one-third of 17- to 24-year-olds in the United States are even eligible for Navy service, and even fewer are capable of enduring the physical and emotional challenges of being a Sailor. From boot camp to advancement exams, job training and deployments, you have met these challenges with hard work, sacrifice and dedication.

Making responsible drinking choices is an extension of that dedication. Just one bad decision while drinking alcohol can jeopardize everything you've earned. This summer, pledge to drink responsibly to stay on track in your career and keep what you've earned. You've earned it—don't waste it. Drink responsibly.

**This summer I pledge to (select all that apply):**

☐ Plan ahead for a safe ride home.

☐ Not try to "keep up" with others when drinking.

☐ Know my limit for alcohol, before I get there.

☐ Other (i.e., what other ways do you plan to drink responsibly?):

**I pledge to drink responsibly because... (optional)**

**Name (optional)**

Pledge!

## PHOTO RELEASE CONSENT FORM

### NAVY ALCOHOL AND DRUG ABUSE PREVENTION OFFICE

The U.S. Chief of Naval Personnel's Alcohol and Drug Abuse Prevention Program (NADAP/OPNAV 135F) recently launched a new responsible drinking campaign, titled "Keep What You've Earned" (KWYE). The campaign aims to promote responsibly drinking in the Navy by reminding Sailors what they've earned in their careers and how quickly they could lose it by making poor choices regarding alcohol.

In partnership with the Naval Safety Center's "Live to Play, Play to Live" Summer Safety Campaign, NADAP is encouraging commands to host "summer splash events" at their installations and incorporate KWYE messaging into their existing summer safety fairs and safety standdowns. One of the primary activities of the summer splash events is a photo booth where Sailors can get their picture taken while holding a speech bubble sign indicating why they choose to drink responsibly. The photos will then be uploaded to the KWYE Flickr account and shared via campaign supporters and partner organizations' social media channels.

Photos may be incorporated into campaign materials such as factsheets, brochures, and website content as the campaign progresses. Photos may also be used in future alcohol and drug abuse prevention efforts later developed by the Navy. The campaign may publish these images through various media forms – print (newsletters, magazines, reports, brochures, news releases, and feature articles), electronic (website and social media) and audio and video production.

*By signing below, I give consent for the U.S. Navy and its agents or contractors to edit, use and reuse photographs depicting me in their Internet, print and broadcast publications in perpetuity.*

*This voluntary release will not be made the basis of a future claim of any kind against the United States Government or its agents or contractors. I release and discharge the United States Government and its agents and contractors from any cause of action arising from my participation in the production. This grant, release, and discharge shall inure to the benefit of the United States Government, and its officers, agents, servants, and employees when acting in their official capacities; and to persons, firms or corporations contracting with the United States Government, and their heirs, executors, administrators, successors, or assigns; and to any other persons lawfully reproducing, distributing, exhibiting, or otherwise using the said production or any portion thereof.*

*The person or persons granting and releasing the rights set forth above are as follows:*

\_\_\_\_\_  
Participant's Signature

\_\_\_\_\_  
Date

\*Name: \_\_\_\_\_

\*Email: \_\_\_\_\_

**\*This personal information will not be shared outside of the Navy Personnel Command or Chief of Naval Personnel.**



## KEEP WHAT YOU'VE EARNED

You've worked hard for your career as a Sailor. This summer, drink responsibly to stay on track with your career and keep what you've earned. You've earned it—don't waste it.



### DRINK RESPONSIBLY, EVERY TIME:

- ☒ Plan ahead for a safe ride home.
  - Local cab number(s): \_\_\_\_\_
  - Nearest public transportation: \_\_\_\_\_
- ☒ Don't try to “keep up” with others.
- ☒ Know your limit, before you start drinking.

For more information, visit [www.nadap.navy.mil](http://www.nadap.navy.mil).

## YOU'RE INVITED: SUMMER SPLASH EVENT

**Who:** All Sailors and Navy personnel

**What:** Photo Booth and Pledge Signing

**Where:** \_\_\_\_\_

**When:** \_\_\_\_\_

**Why:** Live to play, play to live. Drink responsibly.

In partnership with the Naval Safety Center's "Live to Play, Play to Live" Summer Safety Campaign, the Navy Alcohol and Drug Abuse Prevention Office is hosting a "Keep What You've Earned" summer splash event on base to promote responsible drinking. Come get your picture taken at our photo booth to show your dedication to drinking responsibly, and take the pledge to commit to responsible drinking habits this summer—and always.

For more information, visit [www.nadap.navy.mil](http://www.nadap.navy.mil).